WHAT IS CLAIMED IS:

1. A control method comprising the steps of:

reading out a user profile; and

controlling a reconstruction of contents which are displayed on a display for displaying reception data in accordance with said user profile.

2. A method according to claim 1, wherein in said reading step, the user profile is read out from a connected memory medium.

3. A method according to claim 1, wherein in said control step, a screen for user authentication is reconstructed in accordance with the user profile.

4. A method according to claim 1, wherein in said reading step, the user profile for user authentication is read out from a second file in a first file in which an application for the user authentication has been stored, and a key for accessing to a fourth file in which another application has been stored is read out from a third file which is accessible after succeeding in said user authentication.

5. A method according to claim 1, wherein in said control step, a screen is reconstructed by a language according to the user profile.

6. A method according to claim 1, wherein in said control step, the contents according to the user profile are downloaded to a display terminal through a network.

7. A method according to claim 1, wherein in said control step, when there is no user profile, predetermined contents are reconstructed.

8. A method according to claim 1, wherein in said control step, contents selected from a plurality of display contents are reconstructed in accordance with the user profile.

9. A method according to claim 1, wherein in said control step, contents are reconstructed in accordance with display contents described by a text markup language and the user profile.

10. A method according to claim 1, wherein in said control step, a display is controlled in accordance with the user profile every object constructing one scene.

11. A method according to claim 1, wherein in said control step, an object is replaced with a substitute object in accordance with the user profile every object

constructing one scene.

12. A method according to claim 1, wherein in said control step, a copy guard process of the display contents is executed when the reception data and the display contents are different.

13. A control apparatus comprising:

reading means for reading out a user profile; and

control means for controlling a reconstruction of contents which are displayed on a display for displaying reception data in accordance with said user profile.

14. An apparatus according to claim 13, wherein said reading means recognizes the user profile from a connected memory medium.

15. An apparatus according to claim 13, wherein said control means reconstructs a screen for user authentication in accordance with the user profile.

16. An apparatus according to claim 13, wherein said reading means reads out the user profile from a memory medium comprises: a first file in which an application for user authentication has been stored; a second file for storing the user profile for the user

authentication; a third file which is accessible after succeeding in said user authentication; and a fourth file for storing another application, and

a key for accessing to said fourth file is stored in said third file.

17. An apparatus according to claim 13, wherein said control means reconstructs a screen by a language according to the user profile.

18. An apparatus according to claim 13, wherein said control means downloads the contents according to the user profile to a display terminal through a network.

19. An apparatus according to claim 13, wherein said control means reconstructs predetermined contents when there is no user profile.

20. An apparatus according to claim 13, wherein said control means reconstructs contents selected from a plurality of display contents in accordance with the user profile.

21. An apparatus according to claim 13, wherein said control means reconstructs contents in accordance with display contents described by a text markup

language and the user profile.

22. An apparatus according to claim 13, wherein said control means controls a display in accordance with the user profile every object constructing one scene.

23. An apparatus according to claim 13, wherein said control means replaces an object with a substitute object in accordance with the user profile every object constructing one scene.

24. An apparatus according to claim 13, wherein said control means executes a copy guard process of the display contents when the reception data and the display contents are different.

25. A program or a memory medium which stores said program, wherein said program comprises the steps of:

detecting a user profile; and

controlling a reconstruction of contents which are displayed on a display for displaying reception data in accordance with the user profile.

26. A program or a medium according to claim 25, wherein in said detecting step, the user profile is read out from a connected memory medium.

27. A program or a medium according to claim 25, wherein in said control step, a screen for user authentication is reconstructed in accordance with the user profile.

28. A program or a medium according to claim 25, wherein in said detecting step, the user profile for user authentication is read out from a second file in a first file in which an application for the user authentication has been stored, and a key for accessing to a fourth file in which another application has been stored is read out from a third file which is accessible after succeeding in said user authentication.

29. A program or a medium according to claim 25, wherein in said control step, a screen is reconstructed by a language according to the user profile.

30. A program or a medium according to claim 25, wherein in said control step, the contents according to the user profile are downloaded to a display terminal through a network.

31. A program or a medium according to claim 25, wherein in said control step, when there is no user profile, predetermined contents are reconstructed.

32. A program or a medium according to claim 25, wherein in said control step, the contents selected from a plurality of display contents are reconstructed in accordance with the user profile.

33. A program or a medium according to claim 25, wherein in said control step, contents are reconstructed in accordance with display contents described by a text markup language and the user profile.

34. A program or a medium according to claim 25, wherein in said control step, a display is controlled in accordance with the user profile every object constructing one scene.

35. A program or a medium according to claim 25, wherein in said control step, an object is replaced with a substitute object in accordance with the user profile every object constructing one scene.

36. A program or a medium according to claim 25, wherein in said control step, a copy guard process of the display contents is executed when the reception data and display contents are different.

37. A control apparatus comprising:

detecting means for detecting a user profile from a memory medium; and

control means for controlling a reconstruction of contents which are displayed on a display for displaying reception data in accordance with a user profile.

38. An apparatus according to claim 37, wherein said control means controls a user authentication screen which is displayed on said display for displaying the reception data.

39. An apparatus according to claim 38, wherein said control means selects data input means for the user authentication in accordance with the user profile.

40. An apparatus according to claim 38, wherein said control means selects data output means for the user authentication in accordance with the user profile.

41. A display system comprising:

a memory medium; and

a display apparatus having display means for displaying reception data,

wherein said display apparatus has reconstructing

means for reconstructing contents which are displayed by said display means in accordance with a user profile.

42. A storing apparatus which is connected to a display apparatus, comprising:

memory means including a first file for storing a user authentication application, a second file for storing a user profile for constructing a user authentication screen which is displayed by said display apparatus for the purpose of the user authentication, a third file which is accessible after succeeding in the user authentication, and a fourth file for storing another application,

wherein said third file stores a key for accessing to said fourth file.

43. A storing apparatus comprising:

connecting means for connecting a display apparatus; and

memory means for storing a first user profile for constructing a user authentication screen which is displayed by said display apparatus for user authentication,

wherein said memory means stores a second user profile other than said first user profile into a layer deeper than a layer in which the first user profile has been stored.